



Information, Education, Communication in Population

POPULATION IEC MATERIALS SERVICE

January 1974

EAST-WEST CENTER

Honolulu, Hawaii USA

Newly Acquired Resource Materials Now Available

The Communication Institute maintains a resource collection of materials on the application of communication to development programs. This worldwide collection stresses unpublished reports and other documents that are not routinely collected by libraries nor listed in standard bibliographies.

New materials on population/family planning information, education, and communication are being added to the collection constantly. These new additions to the collection are listed in this supplement which accompanies each issue of the *IEC Newsletter*. Relevant materials collected by the East-West Population Institute are also listed.

Program administrators, communication specialists, and other interested practitioners, trainers, and researchers are welcome to request copies of these materials for use in their work. The Institute can provide reproductions of most of these materials in the form of either photo copies or microfiche. When it is not possible to supply copies of a particular item due to its bulk or due to limitations on its circulation, the requestor will be referred to the original source. Those reviews of noteworthy books, manuals, and handbooks that may appear in the *IEC Newsletter* will include information on the source and price of the publications.

Copies of materials are provided by the Institute at cost or on an exchange basis. "Exchange" simply means that in return for reproductions sent to the re-

questor, the Institute asks that he supply relevant reports, newsletters, campaign materials, and other items available now or in the future. These will then be added to the Institute's collection in order to maintain and expand this clearinghouse service for the benefit of people working in population IEC around the world.

Requests should be directed to Population IEC Materials Service, East-West Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96822 U.S.A. **Please request each item by its code number.**

General Strategies and Programs

16-1: Ashabanner, Brent

Philippine population program and policy development: a review. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS FOR A FORD FOUNDATION MEETING ON POPULATION [held at] ELSINORE, DENMARK, JUNE 1972, New York, Ford Foundation, June 1973, 14 p.

The chronology of steps leading to a national policy on population approved by President Marcos on August 15, 1971 is given. The pioneering in family planning by religiously-oriented private groups, the importance of demographic studies carried out by the University of the Philippines' Population Institute, the growth of press attention to population problems, and the formation of a Commission of Population are described. These developments are seen primarily as the result of the initiatives by Philippine citizens with modest support from outsiders.

16-2: Carlson, Bruce D.

Ghana's national family planning programme: a case study of public information activities. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford

The Communication Institute is conducting an evaluation project on its Population IEC Materials Service. The project is based on "feedback" about annotations and abstracts and their effectiveness in providing users with information on documents. A short one-page questionnaire will be attached to some of the requested documents. The Institute would appreciate the cooperation of users of its services in responding to the questions. A more effective, useful, and improved service is thus anticipated.

Foundation, June 1973, 28 p. *Exhibits*, 13 p.

This paper 1) reviews the public information activities of Ghana's National Family Planning Programme; 2) assesses the adverse effect of the Contraceptive Campaign (to promote "Sultan" condoms and "Emko" foam) on the launching of 2 other major campaigns in mid-1971; and 3) reports the preliminary findings of the impact of the total campaign activities on the Programme. Samples of radio announcements and advertising materials are appended.

16-3: Rogers, Everett M.

The Ernakulam vasectomy campaigns. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 19 p.

The vasectomy campaigns of 1970-71 carried out in the Ernakulam District in India are described. The success of the campaigns is attributed to: 1) the relatively high incentives paid to adopters; 2) the leadership given by the District Collector, who used techniques of modern management; 3) the involvement of local community leadership in motivating adopters; 4) the creation of

a "festival spirit" together with the use of the mass media which was employed to convey the message that "everybody's doing it"; and 5) intensive door-to-door personal solicitation. Nine conclusions or lessons learned from the campaigns are discussed, and implications for future campaigns in other districts are given.

16-4: Sweeney, William O.

Population and family planning: an approach to communications as a program component. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 29 p.

An updated overview of the development of information and education activities in population and family planning programs is provided. Population education is considered as part of the total communications effort. Ghana's national family planning program organization—which gives as much emphasis to information and education as it does to clinical services—is used as a beginning point to describe the activities that make up an integrated communications program. The appendices include two extracts from an article by Wilbur Schramm which discuss the role of the mass media in economic development efforts.

16-5: Sweeney, William O.

Survey report: Guatemala: a survey of communications, information and education programs in family planning. New York, Ford Foundation, June 1970, 15 p. *Appendices*, 8 p.

This report provides a composite picture of family planning communications and related activities in Guatemala as of February 1970. Information is presented about 1) present family planning communication programs, 2) their future plans and potentialities, 3) research related to communications activities, and 4) population awareness and sex education programs. Conclusions and suggestions are given on coordination, research, training, symbols, public service, advertising, and a Central American Information Bureau. Data both on the Guatemalan mass media and on printed materials already distributed are appended.

16-6: Tsai, Jeff and Yvonne Hsu

Information, education, and communication in Taiwan's family planning program. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 27 p.

The information, education, and communication activities of Taiwan's family planning program from 1969 through mid-1972 are reviewed. The use of field workers, of mass media, of mailings, and of family planning month are

described to show that the IEC effort has been based on carefully evaluated findings and that the program has been changed in relation to these findings (for example, KAP and experimental studies).

Use of Mass Media

16-7: Ashabraner, Brent

Family planning comics in the Philippines. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 7 p.

The development, production, and distribution of family planning comic books by the Social Communications Center of Manila are described. An evaluation of the comic book program by the J. Walter Thompson Company is briefly discussed.

16-8: Goodis, Goldberg, Soren Limited

Family Planning Federation of Canada: public information program [and] advertising proposal. Ontario, G.G.S. Ltd., 1969-1973, 13 p. *Appendix*, 26 p.

This collection consists of proposals by a commercial advertising firm to the Family Planning Federation of Canada for the use of newspaper, radio, and transit cards to educate people about birth control methods. A sample radio script and cost summaries for radio and newspaper advertising during 1972-1973 are included.

16-9: Kintanar, Thelma B.

Attitudes toward the family, family life and family planning in the Philippine short story. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: SIXTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, November-December 1972, 25 p.

A content analysis of the Philippine short story as published in 3 major Philippine periodicals over a 10-year period is presented. The purpose is to identify attitudes and values regarding the family and family planning as they are projected in the stories and which could have implications for development and training in family planning communication. Categories for analysis include marriage, children, family unit, family planning, and population problems. A summary of findings, implications, and a table showing the distribution of stories are included.

16-10: Loghmani, M. and Robert Gillespie

Isfahan mass communications project: end of project report. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND

PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 25 p.

The mass communications project that was begun in 1970 and conducted in the Isfahan province of Iran is reported. The background, pretesting of materials, campaign theme, materials production, campaign implementation, and results based on clinic results, and pre- and post-surveys are briefly described.

16-11: Trowbridge, James W.

Jamaica's mass media campaign: a case study of a public information program for family planning. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 17 p.

Jamaica's mass media campaign is described as a highly professional, multimedia effort. It was designed by the McCann-Erickson advertising agency's Kingston office, and is conducted by the government's National Family Planning Board. Recommendations for evaluation of the campaign are given by William Sweeney of the Ford Foundation, although no formal evaluation has yet been carried out. Also included are advertising slogans and radio spots.

16-12: Westinghouse Population Center

Summary report: part one of the survey of global patterns of contraceptive distribution in the private sector in selected developing countries. Columbia, Maryland, Westinghouse Population Center [1972?] 56 p.

This report is part 1 of a study to investigate the current and potential role of the distribution of contraceptives through all available commercial channels in Jamaica, Panama, Venezuela, Philippines, Thailand, South Korea, Iran, and Turkey. Summary data are given for each of the 8 countries on major commercial activities of importation, production, manufacturing, distribution, sales, and use of contraceptives. Analysis is based on interviews with importers, distributors, and wholesalers of contraceptives; members of relevant family planning programs and Ministries of Health; company representatives from mass consumer item distribution systems; and others.

Formal Population Education

16-13: Blomberg, Robert

In-school sex education, family life education, and population education in Colombia: a case study in the future tense. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 10 p.

Steps toward the development of in-school population education in

Colombia are described. The evolution of a national effort in population education beginning in 1968 identifies important events. There are needs: 1) to apply social science and educational research expertise to the evaluation of the quality and effectiveness of the new program that will be launched, and 2) for a university-based training center to prepare professionals for work in the field.

16-14: Chauls, Donald S.

The Philippine population education program and its antecedents. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 35 p.

An overview of the preparation of the national Philippine Population Education Program includes: staffing, funding, curriculum, and training activities. Antecedent activities undertaken by the Bureau of Public Schools, the Philippine Woman's University, and the Philippine Wesleyan College are traced. The appendices consist of the content of a 6-week training seminar for those responsible for the nationwide program, the proposed content of a curriculum in population education for use in elementary and secondary schools, and an agenda for research on population education.

16-15: Drysdale, Robert S.

Education approaches to population problems: viewed from the perspective of the educational community: the case of Peru. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 11 p.

The obstacles to be overcome before a program in population education could be instituted in Peru are described in terms of political nationalism, structure of society, and traditionalism. A policy of support for the development of school programs in population is indicated by school systems, the medical profession, and experimental approaches for educational innovation.

16-16: Moore, William J.

Development of the national plan for sex education. Ministry of Education, Costa Rica. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 11 p.

The development of a national plan for sex education at the secondary school level in Costa Rica is briefly described. The construction and implementation of a questionnaire survey to test sexual knowledge and attitudes of parents, teachers, and students are also discussed.

16-17: Nazir, M.S. and others

A case study on the development of school population education: the Tjikini

Foundation school in Indonesia. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 16 p.

This case study describes the infusion of population subjects into a variety of subject matter courses in 1970 and then the switch to a separate population course in the second year of operation in the junior and senior high schools of the Tjikini Foundation in Jakarta, Indonesia. The population education program background, objectives, action plan, implementation, results and evaluation (including the reasons for change), conclusions and recommendations, and program expansion are discussed. Pre- and post-testing of source materials and of students' knowledge of population subjects are used as the basis for the planning and implementation of programs.

16-18: Simmons, Ozzie G.

In-school population education. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 16 p.

The principal issues and problems in the professionalization of population education are discussed. An overview of population education presents 4 education approaches: sex education, education for family living, population awareness, and basic value orientation. The possible effect of these education approaches on changes in family limitation behavior in the next generation is considered.

16-19: Viederman, Stephen

Population education in the schools: status and needs (revised September 1972). From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 23 p.

A systematic appraisal of the state of in-school population education around the world is provided, with 12 elements relatively common to all population education efforts specified. Present and potential programs in Asia, Latin America, and Africa are surveyed with emphasis on the relative recentness and tenuousness of organized population education efforts. Suggested activities and responsibilities for a population unit within a national ministry of education are included, as well as ways in which international assistance agencies might encourage population education.

16-20: Viederman, Stephen

Population education: school and non-school. Prepared for Bellagio III Population Donors Meeting, New York, Population Council, March 1973, 11 p.

An overview of population education, its content, and its direction at the national and sub-national level are

presented with an emphasis on the need for integrated support services for the population education programs. A schematic matrix is drawn to help analyze and plan program content. Regional and global activities to support programs and the ways that donor agencies can help in their development are also set forth. Status, needs, content, and goals of school and nonschool population education programs in developing countries are described with program costs. UNESCO's role is also included.

Extension Education/ Interpersonal Communication

16-21: Chapple, Martha F.

Recruitment of family planning acceptors. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 11 p.

Two contrasting approaches to information and education activities for clinic patients as used by postpartum contraceptive programs are described: 1) an "integrated" approach using doctors and nurses in Thai clinics; and 2) utilization of special motivators in Colombia. Although these efforts have not been subjected to formal evaluation, they indicate that there is no ideal approach to family planning education in the postpartum setting and that "one cannot inform and educate in one short step."

16-22: International Labour Office

The ILO's workers' education programme on population. (brochure) Geneva, ILO, 10 p.

This brochure describes what the education program on population is, why it concerns the worker and the ILO, and how it relates to workers' education.

16-23: International Labour Office

Workers' education programme: discussion questions on family planning and population policy. Geneva, ILO, May 1972, 33 p.

Lists of sample questions are presented for use in group discussions. For workers or any adult groups, discussion questions are classified under: family health and welfare; social problems facing women; family planning; and Walt Disney film, "Family Planning." For training family planning professionals, questions are categorized as follows: demography; employment; economic development; family and social security; population policy; family planning programs; family planning programs for industrial workers; labor participation in family planning programs; active teaching methods; and education for family planning. Ques-

tions are intended to be used as guides and to be selected, rearranged, and supplemented according to participants' needs.

Education for Functionaries, Professionals and Leaders

16-24: Bell, David E.

The commitment of leaders. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS . . . JUNE 1972, New York, Ford Foundation, June 1973, 11 p.

Suggestions are directed to those national and international agencies interested in development as to how to commit leaders in countries with major population problems to take positive action. Those actions which assistance agencies could take include: 1) strengthening the basis of research and analysis in order to form sound policy and to take sensible action; 2) calling attention to the nature and magnitude of the population problem on the international scene and to the comparative situation of different countries; and 3) expressing the agencies' views directly to national leaders and recommending specific modifications in policies or programs.

16-25: Berelson, Bernard

Report of the president. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS . . . JUNE 1972, New York, Ford Foundation, June 1973, 5 p.

Two imaginary scenarios are used to illustrate the difficulties encountered by external agencies in influencing national leadership. In the first, the prime minister of a developing country acts upon a U.N. suggestion that he respond to his country's population problem. In the second, a high official of the United States Government responds to a hypothetical decision by the U.N. Social and Economic Commission that action should be taken to curb American affluence and thus protect the environment and ecological balance.

16-26: Blomberg, Robert C.

Non-formal community oriented education programs in population: a look at two Colombian cases. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS . . . JUNE 1972, New York, Ford Foundation, June 1973, 8 p.

A series of one- to two-week courses in family life education for female professionals and community leaders, sponsored by the Colombian Association for Scientific Study of Population, is reported, as well as Profamilia's attempts to introduce family planning themes into existing formal and non-formal educational programs of other organizations in rural areas.

16-27: McLaughlin, Robert

A brief note about BEMFAM's national family planning seminars. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS . . . JUNE 1972, New York, Ford Foundation, June 1973, 7 p.

The nature and content of the various meetings and seminars sponsored by BEMFAM (Society for Family Welfare in Brazil) are discussed generally, and their Eighth National Family Planning Seminar, specifically. BEMFAM's activities include non-formal communications directed to the nation's elite in order to acquaint them with Brazil's population problems, family planning, and problems related to contraception.

16-28: Trowbridge, James W.

FEPAC's population seminars for leadership groups in Mexico. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS . . . JUNE 1972, New York, Ford Foundation, June 1973, 9 p.

The Foundation for Population Studies (FEPAC)'s program of information and education is described both as providing high-level leaders with objective information on Mexico's population problems and as involving those leaders in the advancement of feasible solutions to them. The 3 experimental seminars held during 1971 for groups of architects, secondary school teachers, and newspaper reporters are discussed.

Social, Cultural, and Psychological Aspects of Family Planning

16-29: Castro, Caridad R.H.

Stereotypes and prejudices in some Asian countries: implications for family planning communication. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH, DEVELOPMENT AND TRAINING IN FAMILY PLANNING COMMUNICATION: SIXTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, November-December 1972, 10 p.

Stereotypes and prejudices found in China, India, Japan, Thailand, Indonesia, and Korea are examined to help understand Asian life styles. The author maintains that although there is a dearth of materials regarding this topic, the few which were gathered could help guide family planning campaign planners in Asia so as not to conflict with traditional cultures. The unavailability of the data is viewed as an indication of lack of research and it is suggested that conducting research on these topics would help in the development of family planning informational materials in the different Asian countries.

16-30: Castro, Caridad R.H.

Superstitious beliefs and practices in some Asian countries: implications for family planning communication. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH . . . SIXTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, November-December 1972, 12 p.

Some superstitious beliefs relating to pregnancy, barrenness, children, and married life in general are presented to show their relevance to research, training, and communication in family planning campaigns. Beliefs in China, Japan, Malaysia, Thailand, Ceylon, Korea, and Laos are represented in this brief sketch.

16-31: Concepcion, Mercedes B.

Social and economic consequences of increased family size. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH . . . SIXTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, November-December 1972, 11 p.

The problem of population explosion is examined from the point of view of the family, its welfare, and its behavior. A micro-analytic approach to population study seeks to show how additional population pressures arise and impinge on the welfare, goals, opportunities, and behavior of the family.

16-32: Gwatkin, Davidson R.

Variables affecting the population policies of West African governments. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS . . . JUNE 1972, New York, Ford Foundation, June 1973, 9 p.

Those obstacles to achieving commitment of national leadership to reduction of population growth in West Africa are analyzed. Topics examined are the effects of: the official languages, the rate of economic growth, religion, mortality levels, and completeness of demographic data.

16-33: Kincaid, D. Lawrence.

Communication networks, locus of control, and family planning among migrants to the periphery of Mexico City. East Lansing, Michigan, Department of Communication, Michigan State University, 1972, 163 p.

The socio-psychological impact of modern, urban influences upon migrants to the periphery of Mexico City is analyzed. The purpose is to provide a more precise explanation of how rural-urban migrants in a developing country acquire a greater sense of control over their environment. The subsequent impact of this change upon their level of innovation is explained. Also discussed are implications for family planning policy and recommendations for future research.

Training for IEC Roles

16-34: Lorenzo, Conrado Li, Jr.

A practical guide for family planning field workers. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH... SIXTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, November-December 1972, 24 p.

This manual is intended as a guide for a family planning fieldworker. The manual includes information under the headings: information checklist—what couples want to know; motivation techniques; communication methods; following up acceptors; physiology of reproduction; methods of contraception—including the pros and cons of different methods.

16-35: Mercado, Cesar M.

Inter-agency workshop for family planning motivators. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH... SIXTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, November-December 1972, 29 p.

A study conducted to determine whether or not the objectives of the series of 8 workshops in the Philippines were met is reported. The study tested whether the workshops helped the participants in their knowledge 1) about the strategies in family planning motivation, and 2) about the various ways and means to facilitate coordination among agencies involved in family planning activities. Analysis is based on pre- and post-workshop questionnaires. Tables are included on agency represented, education, religion, civil status, knowledge of family planning motivation strategies, problems, and other topics.

16-36: Orr, Charles A.

Briefing session for group discussion: a model plan. Reprinted from LABOUR EDUCATION, no. 15, March 1969, 5 p.

A briefing session to train discussion leaders is described. The author discusses those room arrangements to enable minimum confusion and maximum interaction among members, techniques for conducting group discussions, including how to stimulate silent members and to control over-talkative members, as well as how to summarize and report the discussion.

16-37:

Tentative outline of manual on teaching methods applicable to training in family planning communication: part four. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH... SIXTH PROGRESS REPORT, Quezon City, November-December 1972, 32 p.

This manual outline on teaching methods includes: 1) introduction; 2) adult learning; 3) formulating learning objectives; 4) types of training methods—general; 5) individual methods; 6) group methods; 7) use of audio-visual aids and equipment; 8) techniques of preparing visuals; 9) evaluation methods; 10) conclusion; and 11) suggested readings. The suggested readings listed in this article, pages 194-219, are arranged by training method, such as correspondence method, case method, field work, folk media and forum/symposium/seminar method.

Development and Production of IEC Materials

16-38: Danziger, Sanford and Roman Garma y Almazan

The filmstrip renaissance. From MEDIA: INTERNATIONAL DEVELOPMENT REVIEW, 1973/2, 3 p.

Reasons are set forth for the increase in the use of filmstrips as a medium for education and communication in rural areas. The steps in filmstrip production, such as using photographs rather than drawings, are discussed and examples given. Nancy Piet's description of Indonesia's family planning sound-slide series is also presented.

16-39:

Workshop on the development of education and information materials on family health (family planning, maternal and child health, nutrition): final report. Manila, Regional Office for the Western Pacific of the World Health Organization, 18-22 February 1972, 18 p. Annex, 68 p.

The workshop reports on: 1) the educational and informational efforts currently being made in the participating countries in the field of family health; 2) an identification of their strengths and gaps; 3) the development of their communication strategies; and 4) the preparation of prototype educational materials which the participants took home for adaptation and production. The appendices include a report of the field visit by the participants to a barrio to identify audience characteristics; general guidelines for materials production; and actual published examples of the leaflets, and flip-charts developed at the workshop.

Research and Evaluation

16-40: Groot, Hans C.

Research in family planning information programs: benchmark surveys, pretesting, and evaluation. 34 p.

A general overview is given of communications research as it applies to family planning information programs. The discussion of a benchmark (baseline) survey covers knowledge, attitudes, and behavior, the K-A-P survey, a checklist of communication variables, and some general suggestions. The definition of and need for pretesting are also given, as well as other pretesting appeals and techniques. Production objectives, use of information materials, and information program effects are evaluated. The need for objectives and some evaluative techniques are also discussed.

16-41: McLaughlin, Robert

Establishing a balance between family planning services and communication activities. From READINGS ON POPULATION INFORMATION AND EDUCATION: BACKGROUND PAPERS... JUNE 1972, New York, Ford Foundation, June 1973, 13 p.

The case is made for a systematic communication effort (even in the early stages of a national family planning program) when the need for formal communication activities is not apparent. Certain steps are proposed for a more efficient expansion of family planning communication based on pretesting and continuous evaluation of each project. BEMFAM, the Brazilian affiliate of IPPF, is used as an example.

16-42: Rogers, Everett M.

The effect of field workers and incentives on the adoption of family planning ideas in Indonesia. Presented at 1972 Population Association of America, Toronto, PAA, 1972, 26 p.

This field experiment describes the effect of incentives and fieldworkers on the adoption of family planning methods in Indonesia. Analysis is based on observations, interviews, and examinations of records at clinics in Java and Bali. The focus is on the shift from a clinic era to a field era in the development of a national family planning program. Results are discussed in terms of the underutilization of clinics, effect of incentives on adoption of family planning methods, and the effect of fieldworkers on adoption of methods. An overview of the Indonesian national family planning program is also included.

16-43: Uttar, Pradesh

Report on family planning communication action research project. Lucknow, Planning Department, Planning Research and Action Institute, July 1966, 296 p.

This report deals with the activities of the project during its pilot phase (first 2 years) when it was being developed within a limited area of the Lucknow district. The overall objective was to develop extension education methodology for ensuring widespread adoption of family planning practices, as well as

to develop local leadership. The study design, fertility and non-fertility evaluation, registration of vital statistics, and significant findings of the pilot phase are all reported. Annexes include: survey schedules, report forms, and a leaflet emphasizing the importance of vital statistics registration. A manual of extension education methods in family planning for field workers, based on the experiences gained from the project, is also included.

Assistance for IEC Activities

16-44: Bautista, Paulina F.

A profile of the Philippine public relations practitioner: its implications for the family planning public relations officer. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH... SIXTH PROGRESS REPORT, Quezon City, Institute of Mass Communication, University of the Philippines, November-December 1972, 33 p.

This report seeks to evolve a tentative, integrated profile of the Philippine public relations practitioner (one who plans, carries on, and assumes responsibility for public relations activities and provides for specialized skills essential to the production of communication materials). The framework, based on a survey of 103 working public relations (PR) practitioners, is intended as a guide to institutions and particularly to family planning organizations that hire PR personnel. Tables of respondents' position and organization, and of respondents' opinions on the importance of some job characteristics in ideal and present jobs, are appended.

Information Sources and Bibliographies

16-45: de Jesus, Emilinda V. and Aida B. Pecana

A guide to the IMC-UNESCO collection on population and family planning: part five. From UP/IMC-UNESCO-UNFPA PROJECT ON RESEARCH... SIXTH PROGRESS REPORT, Quezon City, November-December 1972, 12 p.

This bibliography consists of documents and books acquired by the IMC-UNESCO Project Collection on Population and Family Planning as of November-December 1972. Acquisitions are categorized under the broad headings of: research—general and by country; training—general; and periodicals.

16-46: Population Association of America *Directory of population study centers: United States and Canada, 1971.* Washington, D.C., Population Association of America [1971] ix, 78 p.

Programs in the United States and Canada are listed where graduate de-

gree study may be undertaken with a specialization in demography or a particular subfield of population. "Specialization" is defined to mean that the student may take population either as the major area or as a second area of concentration. Programs in the U.S. are listed alphabetically by name of university under the following headings: 1) anthropology, 2) demography, 3) East-West Center, 4) economics, 5) public health, and 6) sociology. Canadian programs are listed alphabetically by name of university under 1) demography, and 2) sociology. Subjects, such as the type of degree obtainable, degree requirements, courses offered, sources of support available, related institutes and departments, purpose, number of students enrolled, are included. An index by states and provinces is also given.

16-47: Radel, David

Population in Sub-Saharan Africa: 1965-1971. From BIBLIOGRAPHY SERIES, no. 4, Chapel Hill, Technical Information Service, Carolina Population Center, University of North Carolina, April 1973, 48 p.

A selected bibliography includes 736 items from books, articles, and conference papers, especially those available through an established source. Entries are grouped under seventeen headings: 1) general population studies and reviews, 2) spatial distribution and urbanization, 3) population growth and other trends, 4) migration, 5) fertility and sterility, 6) mortality, 7) demographic aspects of marriage and family, 8) other demographic characteristics, 9) social and economic implications of population trends and characteristics, 10) population pressure on land and other resources, 11) population policies, 12) family planning programs and contraceptive methods, 13) resettlement schemes, 14) collection, analysis, and use of population data, 15) status of demographic training and population research, 16) foreign aid for population activities, and 17) bibliographies and other reference works. A geographical index is included.

16-48: U.S. Department of Health, Education, and Welfare, Office of International Health, Health Education Unit

Reference notebook: population/family planning publications, films, and other audiovisual educational materials. Prepared for Population Program Division, Bureau for Latin America, Agency for International Development, 31 March 1970, 133 p.

Evaluative reviews which are issued periodically include books, booklets, pamphlets, comic books, fotonovelas, films, filmstrips, and taped radio series on population/family planning. Full bibliographic data, including size, language, and price are given. Emphasis is on U.S. and Latin American publications and on audiovisual materials, with some Asian materials included.

THE EAST-WEST CENTER is a national education institution established in Hawaii by the United States Congress in 1960. Formally known as "The Center for Cultural and Technical Interchange Between East and West," the federally-funded Center is administered in cooperation with the University of Hawaii. Its mandated goal is "to promote better relations between the United States and the nations of Asia and the Pacific through cooperative study, training, and research."

Each year about 1,500 men and women from the United States and some 40 countries and territories of Asia and the Pacific area work and study together with a multi-national East-West Center staff in programs dealing with problems of mutual East-West concern. They include students, mainly at the post-graduate level; Senior Fellows and Fellows with expertise in research and/or practical experience in government and business administration; professional study and training participants in non-degree programs at the teaching and management levels; and authorities in various fields meeting in international conferences and seminars.

A fundamental aim of all East-West Center programs is to foster understanding and mutual respect among people from differing cultures working together in seeking solutions to common problems. The Center draws on the resources of U.S. mainland universities, and Asian/Pacific educational and governmental institutions as well as organizations in the multicultural State of Hawaii.

Participants are supported by federal scholarships and grants, supplemented in some fields by contributions from Asian/Pacific governments and private foundations.

Center programs are conducted by the East-West Communication Institute, the East-West Culture Learning Institute, the East-West Food Institute, the East-West Population Institute, and the East-West Technology and Development Institute. Open Grants are awarded to provide scope for educational and research innovation, including a new program in humanities and the arts.